



**STATE FAIR MEADOWLANDS, SEALED AIR TO HOLD HISTORIC,
RECORD-SETTING BUBBLE WRAP® BRAND EVENT AND FASHION SHOW ON JUNE 27**

Honoring 50 Years of Bubble Wrap® Brand, Fairgoers Will Attempt Universal Record Database (URDB) World Record for 'Most People Gathered in One Place to Pop Bubble Wrap®'

East Rutherford, NJ – (June 2010) – State Fair Meadowlands will join with New-Jersey based Sealed Air Corporation, makers of Bubble Wrap® brand cushioning, at the fair on Sunday, June 27, to set a new Universal Record Database (URDB) world record for “Most People Gathered in One Place to Pop Bubble Wrap®.” The historic event, which will include a Bubble Wrap® brand Fashion Show, will take place during this year’s fair at the Meadowlands Fairgrounds in East Rutherford, NJ.

“This historic, record-setting event honors the Golden Anniversary of Bubble Wrap® brand cushioning – a ‘pop’ culture icon for the last 50 years. The URDB world record will be based on the number of people gathered in one place, at one time, to jointly pop Bubble Wrap®. All fairgoers present on June 27 are invited to join in the fun,” said Al Dorso, President of State Fair at the Meadowlands Fairgrounds.

The festivities will commence at 6:30 pm at the fair’s main stage, with a Bubble Wrap® Brand Fashion Show, featuring outrageous (family-friendly) attire designed by fashion students, using local models. At the same time, 700 feet of Bubble Wrap® will be unfurled along the Fair Midway. At precisely 7 pm, an announcer will shout, ‘Ready, Set, Pop!’, and fairgoers will have the opportunity to pop the individual air pockets in the Bubble Wrap®, using feet, hands or whatever body parts make the most satisfying ‘Pop!’

“Everyone loves popping Bubble Wrap® Brand cushioning. This is a once-in-a-lifetime opportunity for Tri-State fun-seekers to come and be a part of history,” said Rohn E. Shellenberger at Sealed Air.

About State Fair at the Meadowlands Fairgrounds

State Fair at Meadowlands Fairgrounds, New Jersey's largest annual family friendly event, will run from daily from June 17-July 5. The Fair will feature 50 food vendors and over 150 rides and attractions for all ages, with delicious food, dazzling performers, thrilling rides, games, exhibits, shopping and special ticket deals. This year's fair will feature six electrifying new shows – Piccadilly Circus, with daring acrobats, hilarious clowns and majestic circus animals; Sea Lion Splash, a splashy and educational summer pleaser with funny, lovable sea lions; a thrilling Aerial Stunt Show featuring the original BATCOPTER from the Batman TV series and movie; Hell on Wheels Trilogy BMX Show; Masters of Illusion & Escape artists Ridgeway and Johnson; and the Puppetone Rockers, a one-of-a-kind puppet variety show that kids will love. Entertainment to these and other shows is FREE with entry ticket. Special events this year will include the Second Annual Auto and Bike Show, rides in the original Batcopter and an all-day Latin Music Extravaganza on July 4th. Visit www.njfair.com for updates on promotions, events and advance tickets.

About Sealed Air Corporation

For fifty years, Sealed Air has been a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that now serve an array of food, industrial, medical, and consumer applications. Operating in 51 countries, Sealed Air's international reach generated revenue of \$4.2 billion in 2009. With widely recognized brands such as Bubble Wrap^(R) brand cushioning, Jiffy^(R) protective mailers, Instapak^(R) foam-in-place systems and Cryovac^(R) packaging technology, Sealed Air continues to identify new trends, foster new markets, and deliver innovative solutions to its customers. For more information about Sealed Air, please visit the Company's web site at www.sealedair.com.

About URDB

The Universal Records Database (URDB) is an open platform for world records. URDB was founded 2004 by self-processed world record fanatics. The organization was founded on the principal that every person on earth has potential to be the world's best 'something'. URDB's mission is to become the database where all such achievements will live. Visit www.urdb.org for more information.

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